

Appl. No. 09/919,652
Amdt. dated October 18, 2004
Reply to Office action of September 28, 2004

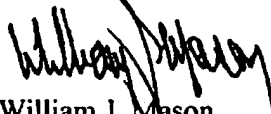
Remarks/Arguments

The courtesy of the examiner in discussing the restriction requirement with applicant's attorney on October 15, 2004 is appreciated. As noted by applicant's attorney, the subject matter of all of the claims is related to the display of information regarding a plurality of products on checkout terminal monitors that are viewable by prospective purchasers in a retail establishment. The four independent claims are all directed to this general method, with the wording of the claims differing to reflect the steps undertaken by the different parties that might be involved in the transaction.

For example, independent claims 1 and 8 both require 1) identifying a plurality of products to be displayed on a check out terminal monitor, 2) compiling a database of product information, and 3) displaying the database on the checkout terminal monitor. Certainly if the examiner found prior art describing the subject matter of claim 1, he would hold that the subject matter of claim 8 would be obvious over the reference. Moreover, the subject matter of these claims, as noted in the office action, is in the same subclass. Therefore, no additional search would be required.

On the assumption that the examiner concurs, applicant has elected claims 1-14, comprising Groups I and II, for prosecution in this application. If the examiner does not concur, applicant will elect Group I.

Respectfully submitted,



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Date: October 18, 2004
File No. 5541-003

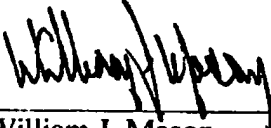
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Honorable Director of Patents and Trademarks
Alexandria, VA 22313
Sir:

CERTIFICATE OF TRANSMISSION

Date of Deposit: October 18, 2004

I hereby certify that this paper, which is an Amendment for the RETAIL
ADVERTISING METHOD S/N 09/919,652 is being sent via facsimile 703-872-9306
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